FSC-38-A	2/11/97
SUBJECT: 1997 Retail Accrual Administration Manual	

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amjm

A comprehensive administration manual has been developed to assist in your management of the 1997 Retail Accrual Program. Please ensure all appropriate personnel thoroughly review this manual to fully understand the 1997 Accrual process.

As you can see, several new features have been added to this year's program that will enable sales representatives or account managers to better plan match dollar spending and capture spending of Full Price Discounting, RJR and Retailer Match Dollars.

Several new BPE functions have been created as well to minimize the necessary administration of this program. Going forward, new functions will become available to further this objective. Updates and new functions will be communicated as they become available.

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